
Research Article

Quantifying the Conversation: Relationship Between Business Communication Skills and Business Growth among Small Enterprises in Medina, Misamis Oriental, Philippines

Michael John M. Ypil, Mary Grace P. Bustamante, Rhea Mae E. Salon, Charlie M. Ihong, Roselle Dara S. Lanuebo, Maria Leonie A. Mabanta, and Voltaire B. Torrion *

Bukidnon State University Medina Campus, Medina, Misamis Oriental

Article history:

Submission March 2026

Revised March 2026

Accepted April 2026

*Corresponding author:

E-mail: voltairetorrion@buksu.edu.ph

ABSTRACT

This paper examined the connection between the skills of business communication and the perceived business growth among small business owners in the Municipality of Medina, Misamis Oriental, Philippines. The study used a quantitative correlational design to investigate the role of interpersonal and negotiation communication on four measures of business growth: revenue, employee development, profitability, and expansion. The study involved a total of 71 registered small business owners of five selected barangays and stratified random sampling was applied to make sure that there was fair representation. Appropriate statistical tools were used to analyze the data collected using a validated survey questionnaire. Results showed that there was a moderate positive relationship ($r = 0.534$, $p = 0.000$) between communication skills and business growth, which verified that effective communication is a major contributing factor to the success of an entrepreneur. Furthermore, it was found that interpersonal communication exerted a slightly higher impact on the indicators of growth than negotiation, which serves to highlight the importance of an environment of trust-based relationships in running business affairs. The paper has concluded that communication competence is one of the most important aspects in realizing sustainability, competitiveness and long-term development of small enterprises. The results can be of great use to business owners, government bodies, and business organizations aiming at developing programs to enhance communication skills and enhance local economic growth in an inclusive way.

Keywords: *business communication, business growth, entrepreneurship, interpersonal skills, negotiation, small enterprises*

Introduction

In the fast-changing business environment, successful communication has proven to be one of the most important factors of organizational success, especially in small and medium

enterprises (SMEs), which are the core of emerging economies, including the Philippines. The Department of Trade and Industry (2024) highlights that SMEs constitute more than 99.5% of all registered businesses and

How to cite:

Pablo, O. F. (2026). Quantifying the Conversation: Relationship Between Business Communication Skills and Business Growth among Small Enterprises in Medina, Misamis Oriental, Philippines. *The Advanced Social Science In Research Journal*. 1(2), 482 – 494. doi: 10.11594/assrj.01.02.20

more than 63% of the national workforce, making them an important part of the inclusive and sustainable development as outlined in Sustainable Development Goal No. 8.

Even with their economic importance, a good number of small businesses still have to contend with the challenge of effective communication, particularly on how to handle their employees, deal with their customers, and even business negotiations. Such obstacles tend to limit potential growth, operational performance, and competitiveness. Small business owners face the same challenges in the Municipality of Medina Misamis Oriental, with limited resources and the requirements of daily communication and management. It is thus necessary to know how communication skills can be used to affect perceived business growth to improve entrepreneurial performance and long-term sustainable economic growth in the locality.

This research paper seeks to investigate the correlation between the aspects of business communication and the perceived growth of a business in Medina, Misamis Oriental, among the small business owners. In particular, it explores the relationship between interpersonal and negotiation communication skills and four measures of business growth: revenue growth, employee development, profitability, and business expansion.

The study is based on Upper Echelon Theory (Hambrick & Mason, 1984) and Social Penetration Theory (Altman & Taylor, 1973), which provide that communicating is a manifestation of cognitive and behavioral traits of entrepreneurs and shapes their leadership, interaction, and decision-making processes. The results will further enhance theoretical and practical knowledge of communication in entrepreneurship. They can also influence the local policy making, capacity building programs, and the curricular programs established by the Local Government Units (LGUs), Department of Trade and Industry (DTI), and Higher Education Institutions (HEIs).

In order to fill the gaps in the local entrepreneurial literature, the given study, in

particular, will be focused on assessing the present situation in business communication and its quantifiable effect on the development of enterprises in the Municipality of Medina. It initially aims to determine the current state of business communication proficiency among small business proprietors, with the dual aspects of interpersonal communication and negotiation competencies in the spotlight, and determining which of the two competencies is least evident in their day-to-day business. Moreover, the study evaluates the perceived business growth of the participants on four key pointers, namely revenue growth, employee development, profitability, and business expansion, with reference to which of the four areas seems least common in the surveyed businesses. Finally, the research concludes with identifying the presence of a meaningful connection between these communication proficiencies and the general growth path of small businesses, as a data-grounded foundation of intervention and support initiatives in the future.

Materials and Methods

Research Design

This study employed a quantitative correlational research design to establish the relationship that exists between business communication skills and perceived business growth among small business owners in Medina, Misamis Oriental. Correlational research design is used to establish the relationship between two or more variables with each other, using statistical evidence, and not to prove the cause-and-effect relationship (Putri et al., 2025).

Respondents and Sampling Method

The study was conducted in the Municipality of Medina, Misamis Oriental, with five chosen barangays, namely: North Poblacion, South Poblacion, Duka, Cabug, and Maanas. The selection of these areas is based on the fact that they have a high concentration of small enterprises, which contribute greatly to the local economic development of the municipality. The study respondents included 71 registered

small business owners and entrepreneurs in the study who have direct responsibility for the management and operation of their businesses. Stratified random sampling was applied to select them, and they had a fair representation of participants across the five barangays selected. This sampling method reduced the chances of bias and enabled the authors to represent the views of business owners who had different amounts of experience and the size of their enterprises. The respondents were selected on the basis of being eligible in the sense that they are the active owners/managers and will have the first-hand information about their own business communication practices and performance of their business operations.

Instrumentation

The primary instrument used for data collection was specifically created to gauge the most important variables of the research, that is, business communication skills (interpersonal and negotiation skills) and perceived business growth (revenue growth, employee development, profitability, and business expansion), was the main data collection tool. All the questions in the questionnaire were measured using a 4-point Likert scale to measure the level of agreement and perception of the respondents. Field experts, including business and communication experts, subjected the instrument to content validation to make sure that every statement is clear and relevant. Cronbachs Alpha also tested the reliability of the tool and it gave a high coefficient value, indicating that the tool is internally consistent and reliable to collect data. The findings revealed that the reliability of all the components was acceptable to good, that is, Interpersonal Communication Skills ($\alpha = 0.710$, acceptable), Negotiation Skills (0.786, acceptable), Revenue Growth (0.734, acceptable), Employee Development (0.805, good), Profitability (0.759, acceptable), and Business Expansion. These findings suggest that the instrument was valid and reliable to be used in the study. In addition, the research applied a four-point Likert scale in gauging answers on business communication and business growth. The scores 3.26-4.00 Strongly Agree (Very High Impact), 2.51-3.25

Agree (High Impact), 1.76-2.50 Disagree (Low Impact), and 1.00-1.75 Strongly Disagree (Very Low Impact). This scale was used in interpreting the perceptions of the respondents.

Data Gathering Procedure

The process of data collection was initiated by getting the consent of the research adviser and gaining access to the permission of the relevant local authorities and business owners in the targeted barangays of Medina, Misamis Oriental. Upon its approval the survey questionnaire was administered to the sampled small business owners who were sampled through a stratified random sampling technique. All respondents were made aware of the purpose of the study and assured of confidentiality and the use of their answers in purely academic use before responding to the questionnaire. The surveys were conducted in person in order to have a broader participation. Time was allowed to respond to all the items in a honest manner depending on respondent experiences. After collection of all the completed questionnaires, the researchers ensured that the results had been reviewed and were complete and correct. The collected data was then coded, tabulated and statistical analysis was conducted to find out the relationship between business communication and growth of small business.

Data Analysis

Descriptive and inferential statistics were used to process and analyze the responses. The level of communication skills and perceived business growth was determined using descriptive statistics, especially the weighted mean. In the meantime, Pearson r correlation coefficient was used to determine the strength and direction of the relationship between the two key variables. The level of statistical significance that was used in interpreting the data was 0.05, which made the results statistically valid and reliable. This mix of techniques gave not only a concise overview of reaction of the respondents but also an accurate quantification of the correlation between business communication and growth of small businesses.

Research Ethics

The authors made sure that all the ethical considerations are met in the course of the research. The survey was conducted on a voluntary basis and all the respondents gave an informed consent to respond to the survey. The confidentiality of responses was ensured, and the data were applied only in the academic purposes. The researchers were also honest and transparent in their data reporting, gave due credit to all sources and reported findings without bias or manipulation.

Respondents and Location

This study's respondents were the Mathematics Teachers of IP learners in mainly non-IP Schools on the elementary school level in Zone 4 of Zambales' Schools Division. Approval was sought first from the Schools Division Office of Zambales before conducting this study since it was conducted in San Marcelino, Castillejos, and Subic under Schools Division of Zambales.

The descriptive quantitative phase was participated by thirty (30) Mathematics Teachers from the elementary schools in Zone 4 of the Schools Division of Zambales. The researcher adopted Total Population Sampling (Global Sampling) to carefully cover all data. This was the proposed and most suitable technique because they are an entire, identifiable population, limited in size.

In order to validate the data, strict criteria was applied in selecting respondents for the study. Inclusion was limited specifically to current, employed Mathematics teachers in the elementary level in Zone 4 who are assigned to predominantly Non-IP schools and actively teaching classes with enrolled Indigenous People (IP) learners. This ensured that all respondents had direct pedagogical experience of the study subjects. Mathematics teachers who have no learners requiring intervention plans in the class are excluded, as well as Mathematics teachers on study leave, sabbatical or long-term sick leave at the time of data collection. This process of careful elimination reflects Hayes (2020), where a complete population sample is defined as intentional sampling, examining all individuals in the total population that meets an explicit inclusion standard

and Ghosh (2021) who theorizes how this method avoids the potential for losing subtle or minority perspectives—important in research studying marginalized groups such as IP learners which might otherwise get 'lost' within a typical randomized sample.

The qualitative phase involved purposive sampling of 13 participants, to better explain the statistical findings. Participants were selected from the initial sample of respondents using a stratified hierarchy of priority to ensure that the most relevant insights were garnered. First preference of selection was the Mathematics Coordinator (if they also teach IP learners), 2nd, the Class Adviser of the IP learners who also teaches Mathematics. This particularly stratification makes sure that interviewees hold either the highest level of subject oversight or the deepest daily involvement with learners to provide the contextualized information necessary to interpret the "How" and "Why" behind quantitative results.

The Instrument

The main tool used to collect the relevant information for this research was a data inquiry using researcher-made questionnaires. The first half of the items in the inquiry were developed from the comprehensive review of literature and studies conducted by the researcher to keep a progressive basis for collecting data.

The questionnaire included three main parts that were used to collect information about the study variables.

The first part aims to identify the Profile of Teacher-Respondents. This was related to their number of years in service, sex, number of IP learners per class, and the training with regard to both inclusive education and for IP learners. These data were used to put the results in context and provide a clear demographic profile of participants.

The 2nd part of the questionnaire concerned the use of Inclusive Pedagogical Strategies by teachers. The degree of practice for methods in motivation, successful learning environment, assessment strategies, learning resources, and extra-curricular activities was measured using a 5-point Likert scale. Likert scale of 4-point: 4 – Highly Practiced, 3 – Practiced, 2 – Slightly Practiced, and 1 – Not Practiced.

The third component focuses on the teachers' perception of their IP Learners' Academic Engagement; This was evaluated based on descriptive indicators in terms of daily attendees, recite every time, got all performance tasks, join contests, and attending school conventions: 4 – Very High; 3 – High; 2 – Moderate; and (1) – Low.

Cronbach Alpha was used to test the reliability of the instrument for establishing how sound and inter-connected each item on each of the variables are. Cronbach's alpha is a measure of internal consistency, that is, how closely related a set of items are as a group. It refers to a measure of scale reliability (Heo, Kim, and Faith, 2015).

Consistent with the Explanatory Sequential Mixed-Method Design, the design of the qualitative interview tool was informed inductively by initial quantitative findings. This sought to ensure that the qualitative phase served its primary purpose of elaborating on and detecting greater depth of understanding from the numerical data. The questions were designed to more closely explore important but vague, unexpected or statistically salient insights from the quantitative analysis and it helped produce richer levels of investigative context while also anchoring the follow up closely to the study's core research aims:

Data Collection

The execution of this research was strictly guided by the principles of the Explanatory Sequential Mixed-Methods Design, progressing through two separate but linked stages. The study started with the quantitative phase. Foremost of them was approval which is getting permission to initiate the study and use a researcher-made generic tool as a resource from Zambales Schools Division Office (SDO). This petition was officially supported by the Public Schools District Supervisors (PSDSs) in each of the municipalities within Zone 4.

Permission was then obtained from each school before the researcher liaised with appropriate staff and communicated the purpose of the study, participation requirements, and confidentiality measures to these schools, maintaining transparency at a grassroots level. To collect data, a contact inventory was created where respondents were asked about

their preferred mode of virtual communication (contact numbers/facebook accounts/email addresses). A Google Forms questionnaire was the primary — tool to distribute and virtual harvest data. To promote equity and inclusivity, the researcher avoided potential technological barriers by offering hard copies of the tool to any respondent who lacked reliable air time. All responses were ensured to be completed within a fifteen (15) days period, all coming after several follow-up strategies (e.g. text reminders, calls) aimed at achieving 100% retrieval rate which is significant for the statistical analysis being more credible and reliable.

The survey data were treated and interpreted statistically when successfully gathered. The results from this stage, including any salient statistical associations, surprising mean differences or strange correlational patterns directly informed follow-up second qualitative phase. This transition was the method process of the abovementioned research design. Purposive sampling was used to select a subset of participants from the original sample. This analytical approach also targeted outliers or respondents in high and low scoring groups whose perspectives on that findings were particularly important to helping explain the numbers.

Based on the statistical analysis, a semi-structured qualitative interview or Focus Group Discussion (FGD) protocol was developed with questions specifically designed to explore the underlying rationales for such findings, lived experiences and contextual information. Such a structured inquiry was carried out through virtual interviews or

FGDs (using voice or video conferences), and all sessions were recorded as well as transcribed. This more qualitative and explanatory data was then merged with the initial statistical results to provide a rich understanding that was necessary to address fully the overarching objectives of this study thereby satisfying the methodological tasks of an exploratory sequential design.

Data Analysis

After distributing and collecting the questionnaires, the researcher organized, compiled, calculated, and analysed the gathered data using different statistical

techniques. The analyses were treated using Microsoft Excel Data Analysis Tool Pack and version 20 of the Statistical Package for the Social Sciences (SPSS) software. The statistical methods that were implemented to analyse and interpret the collected data are listed below. The results of inferences were assessed using a significance level of 0.05 alpha.

- 1. Frequency Count and Percentage** were employed to determine whether the percentages of participants correspond to a particular cohort in terms of their profile characteristics.
- 2. Mean (WM)** was employed to evaluate the value of the variables regarding respondents' perceptions.
- 3. Standard Deviation** was utilized to quantify the extent of variation within the set of scores in relation to the average value.
- 4. Kruskal-Wallis Test and Mann-Whitney U Test** were used to ascertain the discrepancies in the perceptions of participants when categorized based on their profile characteristics.
- 5. Likert Scale.** To improve the legibility of the assessments of the perceptions of the participants, the subsequent scale was utilized:

Result and Discussion

Table 1 shows the respondents' responses to their level of perceived business communication skills. The result presents a high level of interpersonal communication skills, with a grand mean of 3.0, indicating that small business owners generally communicate effectively with their employees and customers. Furthermore, with the highest mean of 3.11, this statistical result suggests that respondents prioritize communication as an essential factor in building strong business relationships and promoting collaboration within their enterprises. These findings further imply that interpersonal communication contributes significantly to the success and sustainability of their business operations. Supporting this finding, Odonkor et al. (2024) stated that effective relationship management and stakeholder engagement strengthen small business resilience and long-term growth. Similarly, Kim (2021) emphasized that strategic internal communication fosters trust and collaboration between employers and employees, while Fatih et al. (2025) highlighted that productive communication facilitates the achievement of collective goals and workplace harmony. These studies reinforce that strong interpersonal communication enhances relationships, organizational efficiency, and overall business performance.

Table 1. *Level of Business Communication Skills among Small Business Owners in terms of Interpersonal Communication Skills*

Items	Mean	SD	Interpretation
1. Effective interpersonal communication fosters trust and collaboration among team members and clients.	2.97	1.00	High
2. I effectively communicate with my employees/customers to build strong business relationships.	3.11	0.95	High
3. Open communication in my business helps resolve conflicts efficiently.	2.97	0.93	High
4. I actively listen and respond appropriately to business concerns.	3.06	0.91	High
Grand Mean	3.03	0.69	High

1 Table 2 reveals that respondents display a high 5
 2 level of negotiation skills, with a grand mean of 6
 3 2.81, indicating that small business owners 7
 4 possess strong abilities in reaching mutually 8
 5 beneficial agreements. The highest mean of
 6 2.92 shows that respondents recognize negoti-
 7 ation as essential in forming successful trans-
 8 actions and partnerships, reflecting their

9 understanding of its role in improving busi-18 negotiation strategies allow entrepreneurs to
 10 ness performance. This finding suggests that19 address challenges strategically. Likewise,
 11 effective negotiation contributes to better de-20 Dragalin and Lisa (2024) highlighted negotia-
 12 cision-making and smoother communication21 tion as vital for goal attainment, promoting un-
 13 within enterprises. Supporting this result, As-22 derstanding, and ensuring successful business
 14 bari et al. (2025) noted that negotiation and23 execution. These studies affirm that strong ne-
 15 communication are key tools for resolving con-24 gotiation skills enhance cooperation,
 16 flicts and enhancing performance, while Nst et25 strengthen relationships, and lead to more ef-
 17 al. (2023) emphasized that efficient26 fective business operations.

Table 2. *Level of Business Communication Skills among Small Business Owners in terms of Negotiation Skills*

Items	Mean	SD	Interpretation
1. Negotiation is essential for reaching mutually beneficial agreements.	2.92	0.98	High
2. I can confidently negotiate deals that benefit my business.	2.86	1.06	High
3. My negotiation skills help in reducing costs and increasing profits.	2.76	1.14	High
4. I remain calm and strategic during negotiations with suppliers and customers.	2.62	0.99	High
5. My ability to negotiate has positively impacted the growth of my business.	2.90	0.99	High
Grand Mean	2.81	0.80	High

Table 3 shows that respondents have a high level of overall business communication skills, with an overall mean of 2.92. Among the two indicators, interpersonal communication gained the highest grand mean of 3.03, followed by negotiation skills with 2.81, both interpreted as high. This suggests that small business owners consistently apply effective interpersonal and negotiation practices that enhance cooperation, strengthen professional relationships, and contribute to business growth. Supporting this finding, Fatih et al. (2025) stated that business communication builds healthy and productive relationships that promote trust and collaboration within organizations. Likewise, Odonkor et al. (2024)

emphasized that relationship management and stakeholder engagement are essential for strengthening small business resilience and sustainability. Similarly, Kim (2021) noted that strategic internal communication helps maintain open and transparent relationships that support organizational resilience, while Nofiyanti et al. (2025) highlighted that effective negotiation and communication strategies help business owners manage conflicts and improve overall performance. Collectively, these studies affirm that strong interpersonal and negotiation skills are crucial components of business communication that drive efficiency, cooperation, and long-term entrepreneurial success.

Table 3. *Level of Manifestation of Business Communication Skills Among Small Business Owners in Medina*

Business Communication Skills	Mean	SD	Interpretation
Interpersonal Communication Skills	3.03	0.69	High
Negotiation Skills	2.81	0.80	High
Overall Mean	2.92	0.75	High

Table 4 indicates that respondents exhibit a high level of perceived business growth

in terms of revenue, with an overall grand mean of 2.95. The highest mean of 3.18 shows

that business owners agree that miscommunication negatively affects revenue growth, reflecting their awareness that clear communication is vital for maintaining financial performance. This finding suggests that effective business communication enhances customer trust, promotes repeat purchases, and contributes to long-term profitability. Supporting this, Matsuoka (2022) asserted that strong management and communication practices lead to higher customer satisfaction and loyalty, both

crucial for sustaining revenue growth. Likewise, Suzuki (2023) emphasized that miscommunication causes ambiguity and inefficiency, hindering profitability, while Holtgraves et al. (2023) found that effective communication reduces misunderstandings and improves customer relationships. These studies collectively affirm that small business owners who prioritize effective communication are more likely to achieve stable revenue growth and build lasting customer engagement

Table 4
Level of Perceived Business Growth Among Small Businesses in terms of Revenue Growth

Items	Mean	SD	Interpretation
1. Effective communication has a positive impact on increasing your business's revenue growth.	2.83	0.96	High
2. Effective communication helps me increase sales and revenue.	2.92	0.94	High
3. Clear communication with customers improves their trust and loyalty.	2.77	0.91	High
4. My ability to communicate effectively contributes to repeat purchases.	3.07	0.90	High
5. Miscommunication negatively affects my revenue growth.	3.18	0.78	High
Grand Mean	2.95	0.90	High

Table 5 shows that respondents have a high level of perceived business growth in terms of employee development, with a grand mean of 2.86. The highest mean of 2.99 indicates that business owners agree training employees in communication skills helps them perform better, reflecting their recognition of continuous learning as essential for improving workforce effectiveness. This suggests that clear, consistent, and supportive communication enhances employee motivation, productivity, and professional growth within small enterprises. Supporting this, Hamlin et al. (2024) reported that communication-skills training

significantly boosts employees' competence, confidence, and adaptability in workplace interactions. Similarly, Sulastri (2023) found that open communication and training improve employee performance, teamwork, and service quality, while Muthamma and Imaad (2025) emphasized that structured development programs directly strengthen employee performance and organizational growth. Collectively, these studies affirm that effective communication and regular training empower employees, enhance productivity, and promote sustainable business growth.

Table 5. *Level of Perceived Business Growth Among Small Businesses in terms of Employee Development*

Items	Mean	SD	Interpretation
1. Clear and consistent business communication contributes to the professional development and growth of your employees.	2.72	0.81	High
2. I provide clear instructions and feedback to employees for their improvement.	2.79	0.88	High
3. Good communication enhances employee motivation and productivity.	2.94	0.88	High
4. Employees feel valued when I communicate openly with them.	2.85	0.87	High
5. Training employees on communication skills helps them perform better.	2.99	0.85	High
Grand Mean	2.86	0.86	High

Table 6 reveals that respondents demonstrate a high level of perceived business growth in terms of profitability, with an overall grand mean of 2.99. The highest mean of 3.15 indicates that business owners agree proper communication helps reduce misunderstandings and financial losses, reflecting their belief that effective communication prevents costly mistakes and ensures smooth operations. This suggests that strong communication practices enhance customer loyalty, support informed financial decisions, and promote overall business efficiency. Supporting this, Aririguzoh (2022) explained that communication

competence enables organizations to manage diverse business situations, reduce conflicts, and achieve sustainable results. Likewise, Verma et al. (2022) found that sound communication directly improves relationships, operations, and profitability, while Kalogiannidis (2020) highlighted that effective communication increases employee and customer engagement, leading to higher financial returns. Collectively, these studies affirm that proficient communication allows business owners to strengthen relationships, minimize risks, and sustain long-term profitability.

Table 6. *Level of Perceived Business Growth Among Small Businesses in terms of Profitability*

Items	Mean	SD	Interpretation
1. Effective business communication practices lead to improved profitability by enhancing customer relationships and operational efficiency.	3.04	0.82	High
2. Effective communication with customers leads to higher profits.	2.92	0.87	High
3. I use communication strategies to attract and retain customers.	3.04	0.92	High
4. Proper communication reduces business misunderstandings and financial losses.	3.15	0.84	High
5. Strong communication skills contribute to better financial decision-making.	2.77	1.00	High
Grand Mean	2.99	0.89	High

Table 7 shows that respondents have a high level of perceived business growth in

terms of expansion, with an overall grand mean of 2.91. The highest mean of 3.01

indicates that business owners agree that communication strongly influences their ability to expand by building relationships with partners, clients, and the community. This suggests that effective communication helps widen market reach, strengthen collaborations, and create more opportunities for growth. Supporting this, Klyver and Arenius (2020) stated that communication skills are essential in attracting investors, partners, and clients needed for business expansion. Likewise,

Verma et al. (2022) emphasized that communication promotes growth through trust and collaboration both within and beyond the organization. Similarly, Mattayang et al. (2024) highlighted that collaboration and network building foster innovation and open doors for expansion. These studies affirm that effective communication and networking strategies empower business owners to establish meaningful partnerships, increase visibility, and sustain long-term business growth.

Table 7. *Level of Perceived Business Growth Among Small Businesses in terms of Business Expansion*

Items	Mean	SD	Inter-pretation
1. Business growth and expansion are significantly influenced by how well your company communicates with potential partners, clients, and the community.	3.01	0.90	High
2. My communication skills have helped in expanding my business network.	2.94	0.92	High
3. Clear communication with investors/partners contributes to business growth.	2.89	0.90	High
4. My ability to present business proposals increases expansion opportunities.	2.83	0.96	High
5. Good communication has played a crucial role in scaling my business.	2.86	0.91	High
6. Average Mean	2.91	0.92	High

Table 8 shows that respondents have a high level of perceived business growth, with an overall mean of 2.93. Among the four indicators, profitability ranked highest with a mean of 2.99, followed by revenue growth (2.95), business expansion (2.91), and employee development (2.86), all interpreted as high. This indicates that effective business communication contributes greatly to financial stability, operational efficiency, and overall business progress. Clear and consistent communication fosters customer loyalty, strengthens employee performance, and opens opportunities for expansion and innovation. Supporting these results, Matsuoka (2022) emphasized that effective communication and revenue management enhance

customer satisfaction and loyalty, sustaining long-term business growth. Likewise, Hamlin et al. (2024) found that communication-skills training improves employee motivation and productivity, while Verma et al. (2022) noted that communication underpins collaboration, understanding, and profitability. Similarly, Klyver and Arenius (2020) highlighted that strong communication and networking skills help entrepreneurs form partnerships that drive expansion and long-term success. Collectively, these studies affirm that effective communication is a vital component for achieving sustainable business growth across multiple dimensions of small enterprise management.

Table 8. Summary of Respondents' Perceived Business Growth Indicators Among Small Businesses in Medina, Misamis Oriental

Business Growth Indicators	Mean	SD	Interpretation
Revenue Growth	2.95	0.90	High
Employee Development	2.86	0.86	High
Profitability	2.99	0.89	High
Business Expansion	2.91	0.92	High
Overall Mean	2.93	0.89	High

Table 9 presents the test of the significant relationship between business communication skills and perceived business growth among small business owners in Medina, Misamis Oriental. The computed r-value of 0.534 with a p-value of 0.000 indicates a moderate positive correlation that is statistically significant at the 0.05 level. This result leads to the rejection of the null hypothesis (H_0), confirming that a significant relationship exists between the two variables. The finding implies that as business owners enhance their communication competence, their levels of revenue, employee development, profitability, and expansion also improve. Supporting this result, Verma et al. (2022) described business communication as a major driver of growth that strengthens coordination, relationships, and operational efficiency. Likewise, Odonkor et al. (2024) emphasized that small business resilience and sustainability depend on effective communication and stakeholder engagement, while Kalogiannidis (2020) noted that communication enhances employee performance and organizational outcomes. These studies collectively validate the present findings, affirming that proficient communication significantly influences the growth, competitiveness, and long-term success of small businesses in Medina.

The findings of the study revealed that small business owners in Medina, Misamis Oriental

exhibit a high level of business communication skills, particularly in interpersonal and negotiation communication, which play a vital role in maintaining strong relationships with employees, customers, and business partners. Among the indicators of business growth, profitability obtained the highest mean, followed by revenue growth, business expansion, and employee development, all interpreted as high. This indicates that effective communication practices significantly contribute to the financial stability, operational efficiency, and sustainability of small enterprises. The results of the Pearson r correlation ($r = 0.534, p = 0.000$) confirmed a moderate positive relationship between business communication skills and perceived business growth, leading to the rejection of the null hypothesis. These results suggest that when entrepreneurs enhance their communication abilities, both interpersonal and negotiation, they improve their capacity to manage operations, motivate employees, build partnerships, and achieve consistent profitability. Supported by previous studies such as Verma et al. (2022), Odonkor et al. (2024), and Kalogiannidis (2020), the findings affirm that effective communication is a key determinant of small business success, resilience, and long-term competitiveness within the local entrepreneurial sector.

Table 9. Test of Significant Relationship between Business Communication Skills and Perceived Business Growth in Medina Small Business Growth

	r-value	p-value	Decision on H_0
Business Communication	.534*	.000	Rejected

*Significant if P-value < 0.05; Legend: H_0 is rejected if Significant; H_0 is accepted if Not Significant

Conclusion

This study shows that good communication is the most important part of running a small business in small municipalities. Clear speech and trust-building make owners grow their business more rapidly and remain robust. The findings of the study concur with other studies since they demonstrate that talking well results in increased money and improved teamwork. Thus, a new and significant finding came into the picture since the findings of the study demonstrate that interpersonal skills, such as being friendly, are, in fact, more useful in growth than bargaining to receive lower prices. It implies that in small towns, befriending customers is the most effective method of succeeding in the long run.

The significance of the paper is that it provides a basic blueprint of the future. The researchers, therefore, propose that business owners should be urged to participate in workshops so as to acquire new techniques on how to communicate with their employees and suppliers. Training programs can also be developed by the local government groups such as the DTI to enable these small shops to compete with large companies. Schools and researchers can examine the further development of how social media can benefit these businesses in the future. All in all, communication is a terrific area to teach to ensure local economy in local municipalities develops and remains healthy. The community can ensure that every small business is more successful by collaborating.

Acknowledgement

The research declares no potential conflict of interest and this work was not supported by any funding from any agency, individual and non-profit organizations.

References

Aririguzoh, S. (2022). Communication competencies, culture and SDGs: Effective processes to cross-cultural communication. *Humanities and Social Sciences Communications*, 9, 1-11.
<https://doi.org/10.1057/s41599-022-01109-4>.

- Asbari, M., Fajrin, A., & Ayunita, D. (2025). Teknik Negosiasi dan Komunikasi Bisnis: Solusi Efektif Mengatasi Konflik dan Meningkatkan Kinerja Berdasarkan Study Literatur Review. *Jurnal Ilmu Sosial, Manajemen, Akuntansi dan Bisnis*.
<https://doi.org/10.70508/6vb9w073>.
- Dragalin, I., & Lisa, G. (2024). Negotiation as a tool for goal achievement. *Studia Universitatis Moldaviae. Ştiinţe Economice şi ale Comunicării*.
[https://doi.org/10.59295/sum2\(11\)202311](https://doi.org/10.59295/sum2(11)202311).
- Fatih, M., Fauzi, N., & Norman, E. (2025). Effective communication in building healthy and productive relationships. *MES Management Journal*.
<https://doi.org/10.56709/mes-man.v4i1.631>.
- Hamlin, E., McGloin, R., & Bridgemohan, A. (2024). Communication skills training: A quantitative systematic review. *Development and Learning in Organizations: An International Journal*.
<https://doi.org/10.1108/dlo-08-2023-0188>.
- Holtgraves, T., Bray, K., & Britton, K. (2023). How people perceive and talk about miscommunication. *Journal of Pragmatics*.
<https://doi.org/10.1016/j.pragma.2023.09.011>.
- Kalogiannidis, S. (2020). Impact of effective business communication on employee performance
<https://doi.org/10.24018/ejbmr.2020.5.6.631>.
- Kim, Y. (2021). Building organizational resilience through strategic internal communication and organization–employee relationships. *Journal of Applied Communication Research*, 49, 589 - 608.
<https://doi.org/10.1080/00909882.2021.1910856>.
- Klyver, K., & Arenius, P. (2020). Networking, social skills and launching a new business: A 3-year study of Nascent Entrepreneurs. *Entrepreneurship Theory and Practice*, 46, 1256 - 1283.
<https://doi.org/10.1177/1042258720967063>.
- Matsuoka, K. (2022). Effects of revenue management on perceived value, customer

- satisfaction, and customer loyalty. *Journal of Business Research*.
<https://doi.org/10.1016/j.jbusres.2022.04.052>.
- Mattayang, A., Umrawati, S., & Kamaruddin, S. (2024). The importance of building networks and collaboration between entrepreneurs for business growth. *JISIP (Jurnal Ilmu Sosial dan Pendidikan)*.
<https://doi.org/10.58258/jisip.v8i4.7688>.
- Muthamma, M., & Imaad, S. (2025). Unveiling success: A case study on the role of training and development in employee performance. *Epra International Journal of Economic and Business Review*.
<https://doi.org/10.36713/epra21599>.
- Nofiyanti, Asbari, M., Fajrin, A., & Ayunita, D. (2025). Business negotiation and communication: Effective solutions for conflict resolution and performance improvement based on a literature review study. *Journal of Social Science, Management, Accounting, and Business*, 2(01), 7–11. <https://doi.org/10.70508/6vb9w073>
- Nst, A., Hasugian, B., & Salsabila, T. (2023). The effective negotiation methods for resolving business problems. *Dharma-wangsa: International Journal of the Social Sciences, Education and Humanities*.
<https://doi.org/10.46576/ijs-seh.v4i3.3730>.
- Odonkor, T., Urefe, O., Agu, E., & Obeng, S. (2024). Building resilience in small businesses through effective relationship management and stakeholder engagement. *International Journal of Management & Entrepreneurship Research*.
<https://doi.org/10.51594/ijmer.v6i8.1368>.
- Putri, L., Rezani, M., & Hermina, D. (2025). Correlational research design. *Jurnal Riset Multidisiplin Edukasi*.
<https://doi.org/10.71282/jurmie.v2i6.456>.
- Sulastri, I. (2023). The effects of training and communication: Study on performance of the food and beverage service employee. *Jurnal Manajemen Pelayanan Hotel*.
<https://doi.org/10.37484/jmph.070105>.
- Suzuki, T. (2023). Endogenous ambiguity and rational miscommunication. *J. Econ. Theory*, 211, 105686.
<https://doi.org/10.1016/j.jet.2023.105686>.
- Verma, A. K., Ansari, S. N., Bagaria, A., & Jain, V. (2022). The role of communication for business growth: A comprehensive review. *World Journal of English Language*, 12(3), 164.
<https://doi.org/10.5430/wjel.v12n3p164>

